DOCUMENT RESUME

ED 196 019 CS 206 013

AUTHOR Meringoff, Laurene, Ed.
TITLE Children and Advertising: An Annotated Bibliography.
INSTITUTION Council of Better Business Bureaus, Inc., New York, N.Y.
PUB DATE 80
NOTE 96p.

EDRS PRICE MF01/PC04 Plus Postage.
DESCRIPTORS *Advertising: Annotated Bibliographies: *Children: Consumer Education: *Mass Media: Television
IDENTIFIERS *Media Effects

ABSTRACT

Containing a broad range of information that reflects the differing viewpoints of advertisers, media, government agencies, academe, and consumer groups, this bibliography provides a comprehensive look at what is currently known about children and advertising. The citations are arranged into the following sections: (1) core references, which pertain directly to topic areas of advertising and children under the age of 12: (2) related references, which provide additional information sources relating to children, advertising, television and other media, or to particular content areas that have come under general study: (3) selected other bibliographies, a short list of other reference sources to complement this listing: and (4) relevant organizations and groups that are active in this area. (FL)

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1980 EDITION

CHILDREN AND ADVERTISING

AN ANNOTATED BIBLIOGRAPHY

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In June 1978, the Children's Advertising Review Unit published its first bibliography on children and advertising. It was a simple compilation of books, articles, research, speeches and seminars. Researchers and decision-makers on all sides of the issue were enthusiastic about its merits as a timely reference source.

This Edition goes way beyond revision of that first effort. Entirely new, it is a comprehensive and detailed look at what we know about children and advertising circa 1980. It has been extensively annotated and features an index of major topics.

Our aim is to bring the total picture into focus for the user. For that reason, the Bibliography contains a broad range of information, reflecting the differing points of view of advertisers, media, government agencies, academia and consumer groups.

By identifying what we now know about the effects of advertising on children, we also hope to illuminate the gaps in our knowledge and thereby encourage appropriate new research.

There are many groups at work in the best interest of children. We hope this Bibliography will stimulate more dialogue among us.

Children's Advertising Review Unit

The Children's Advertising Review Unit is grateful to Dr. Laurene Meringoff for her care, hard work and patience in editing this Bibliography. Many have helped both Dr. Meringoff and the Children's Unit, but a special thanks is due the following individuals and organizations:

Action for Children's Television
American Association of Advertising Agencies
Rose Ann Anschuetz, Leo Burnett U.S.A.
Charles Atkin, Michigan State University
David Axelrad, Federal Trade Commission
Seymour Banks, Leo Burnett U.S.A.
Pat Cafferata, Needham, Harper & Steers, Inc.
Robert Choate, Council on Children, Media and Merchandising
George Comstock, Syracuse University
Brian Fontes, Federal Communications Commission
Susan Gianinno, Needham, Harper & Steers, Inc.
Marvin Goldberg, McGill University
Gene Reilly, The Gene Reilly Group
Eli Rubinstein, University of North Carolina at Chapel Hill
Scott Ward, Wharton School, University of Pennsylvania

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Since it was first established in 1974, the Children's Advertising Review Unit has worked with the advertising industry to promote responsible children's advertising. The Children's Unit is a part of the National Advertising Division (NAD) of the Council of Better Business Bureaus which seeks to assure the truth and accuracy of national advertising. This major self-regulatory effort is supported by business to respond effectively to legitimate public concerns on specific advertisements and to reduce the need for government intervention into national advertising.

The Children's Unit views children as a special audience. The Unit's objective is to encourage children's advertising which is not only truthful and accurate but also considerate of children's developmental needs and limitations.

The basic activity of the Children's Unit is the ongoing review and evaluation of advertising directed to children under twelve years of age. This is accomplished by continually monitoring television, comic book and magazine advertising and reviewing advertisements provided voluntarily by advertisers. The Children's Unit also responds to complaints on specific advertisements from the public.

The Children's Advertising Guidelines, published by the Children's Unit, provide the basis for investigating child-directed advertising. In addition to the truth and accuracy of advertising claims, the Guidelines also deal with such matters as social values, product presentation, pressure to purchase, endorsements, safety and premiums. The Guidelines are periodically revised to reflect new insights gained from experience and research relating to children and advertising. The Children's Unit has commissioned research which has led to revision and clarification of the Guidelines.

Seven academic advisors with distinguished backgrounds in child psychology, the behavioral sciences and nutrition are retained to counsel the Children's Unit. When appropriate, the advisors help evaluate advertising and information provided by advertisers in support of their advertising claims. They also advise on general issues concerning children's advertising and assist in the revision of the Guidelines.

When children's advertising is found to be misleading, inaccurate or inconsistent with the Guidelines, the Children's Unit seeks modification or discontinuance through the voluntary cooperation of advertisers. All case decisions are reported in NAD's monthly press release. These case decisions set important precedents for the industry. Advertisers often ask the Children's Unit for its opinion on the acceptability of proposed advertising prior to its production.

From June 1974 through June 1980, the Children's Advertising Review Unit has reviewed and evaluated many thousands of advertisements directed to children. In 68 percent of the cases resulting from this work, the advertising was either modified or discontinued.

The Children's Unit makes every effort to inform the public about its work and has published background material on its activities, including an informational pamphlet, *An Eye On Children's Advertising.* The pamphlet gives the public an opportunity to make its concerns known and describes how to file a complaint on a child-directed advertisement.

The Children's Unit has participated in numerous workshops and seminars on children and advertising and has presented expert testimony at governmental hearings on children and advertising. The Children's Unit has also sponsored seminars for advertisers and their agencies to discuss ways to improve children's advertising.

To help respond to some of the more pressing educational needs of children, the Council of Better Business Bureaus, in conjunction with NBC, has produced 21 public service announcements for children called *Junior Consumer Tips.* These

Junior Consumer Tips are regularly aired during children's television programming and cover such topics as good nutrition, saving and spending money wisely, energy conservation and dental hygiene.

In 1977, the Children's Unit established a clearinghouse for research on children's advertising for the purposes of publishing a bibliography as well as providing a source of information on current or proposed research. The Children's Unit has conducted many "clearinghouse research searches" for industry, government and the academic community as well as responding to numerous general inquiries. The clearinghouse is intended to be an operational bridge between researchers and advertisers. It is hoped that this activity will create an awareness of existing research and encourage future research on advertising and children.

To meet its self-regulatory objectives, the Children's Unit has felt the need to maintain a number of activities and programs which broaden the Unit's own understanding of children and advertising and encourage new research on the impact of advertising on children. This Bibliography represents one such activity.

The Bibliography is organized into the following sections. *Core References*, which pertain directly to topic areas of advertising and children under age 12; *Related References*, which provide additional information sources relating to children, advertising, television and other media, or to particular content areas which have come under general study; *Selected Other Bibliographies*, a short list of other secondary reference sources to complement the listing offered here; and *Relevant Organizations and Groups* active in this area.

A fine line is drawn between *Core* and *Related References*. For example, citations regarding consumer socialization may address the influence of exposure to television advertising on children's developing consumer skills, or instead may focus on other factors such as children's experience with money or parents' interaction with children about monetary practices. Works concerned with the effects of television on children may examine the role of programming as well as advertising. Whenever possible, more germane citations have been distinguished from those more peripheral to children and advertising. However, the sorting of ambiguous entries erred in favor of the *Core* list. For instance, research analyzing the content of television advertising is usually reported in the *Core* list and includes descriptions of commercials not directed primarily to children.

The citations included in this Bibliography have been selected on the basis of a number of criteria. Entries important in the field were obvious choices; these include often referred to research, highly publicized speeches and public hearings, as well as government agency reports and actions. The importance of the topic was a related consideration. For example, numerous less "key" but informative entries tend to collect around significant issues. The issue of television food advertising directed at children is a good example, given the questions it has raised about nutrition and health education. The date and chronology of work were additional factors. For example, while there was a felt need to include "classic" research, the older a study the greater the probability its results have been supplanted by later work. In some cases, individual researchers who have done extensive work in this area were consulted to determine which citations best represented their work and to minimize unnecessary duplication. At the same time, an effort was made to bring to light new, possibly provocative research or other information.

Above and beyond such specific criteria, there was an overriding objective guiding selection. In order to provide the reader with a sense of the full picture, it was necessary to select entries which represent the diversity and eclecticism of available evidence and opinion on this subject. To that end, care was taken to include references from various sources (academic, government, business, consumer group), across different forms of content (theory, speeches for testimony or hearings, petitions, rules, and research), and relevant to many particular issues (children's ability to understand a commercial's persuasive intent, the efficacy of advertising specific products to children, or the influence of advertising exposure on children's developing consumer skills).

The reader will find many of the citations annotated. Varied information is offered in these annotations, ranging from a brief description of a research study, or the gist of testimony, to an author's address. Occasionally, an annotation will refer the reader to other citations within the Bibliography.

As information sources, bibliographies provide their readers with the opportunity to become more knowledgeable about a subject. Because the topic areas involved in advertising to children are eclectic and tap the interests of various professions and academic disciplines, an attempt has been made to reflect this diversity in the citations selected for this Bibliography. It is hoped that the

Bibliography can profitably serve readers with different kinds of information needs.

It may be exploited in many ways. For example, the reader can explore an issue "vertically"; television food advertising directed to children can be tracked beginning with statements of the concerns associated with it, industry guidelines regulating food ads, and content analyses of current food advertising practices, to research documenting the effects of such advertising on children. For readers who want to take the issue further — let's say, to consider possible implications for future advertising practices, additional references related to the inclusion of nutritional disclosures in commercials or to other nutrition education efforts may be found in both the *Core* and *Related* listings. Alternatively, "horizontal" investigations of an issue, such as age-related differences in children's coping with advertising, can be pursued by reviewing the numerous research studies in which children's responses to given advertising have been examined at different ages.

While there has been a very careful effort to be accurate and comprehensive, this Bibliography can surely be improved upon in the future. To that end, please report any errors or omissions in the references listed to the Children's Unit. Readers are also encouraged to inform the Unit about new research or other activities relating to children and advertising, so that this work may be taken into account in any subsequent reporting.

Four recent and significant references are cited and annotated below. They exemplify the varied forms in which information on the subject occurs, and can serve as lead-ins to the bibliography itself.

(i) Secondary research

Adler, Richard P.; Ward, Scott; Lesser, Gerald S.; Meringoff, Laurene K.; Robertson, Thomas S.; and Rossiter, John R. *The effects of television advertising on children: Review and recommendations.* Lexington, Mass.: Lexington Books, 1980.

This volume summarizes the available research about the effects of television advertising on children. The review of research is organized around major policy issues which include children's ability to distinguish commercials from program material; the influence of format and audiovisual techniques on children's perceptions of commercials; the effects of characters in commercials, self-concept appeals, premium offers, food advertising, medicine advertising, and the volume and repetition of commercials; the effects of television advertising on consumer socialization; and television advertising and parent-child relations. Evaluations of individual studies are appended. This volume is a revised, updated version of a report prepared for the National Science Foundation (see Adler, et al., 1977).

(ii) Seminar series

Georgetown University Law Center. Children and advertising seminar series, Washington, D.C., March 1977-May 1978.

With support from a Ford Foundation grant, the University's Law Center hosted a series of seminars dealing with the question, "Selling to children: Is there a need for public intervention?" Participants and audience members were drawn from the fields of psychiatry, psychology, education, law, economics, industry and consumerism. The core audience was composed of personnel from advertising industry and Congressional committees with jurisdiction over the subject under discussion. Sessions addressed such topics as: the business perspective on selling to children, family responsibility as an alternative to regulation, audiences and economics, research on children's responses to advertising, the distinction between advertising messages and the products they promote, industry self-regulation, and the role of the FTC and FCC. Summaries of the sessions are available for inspection in the Public Records Room (children's advertising rulemaking proceeding) of the Federal Trade Commission, Sixth and Pennsylvania Avenue, N.W., Washington, D.C.

(iii) Industry self-regulation

Children's Advertising Review Unit. *An eye on children's advertising self-regulation: A five year report June 1974 through June 1979.* New York: Council of Better Business Bureaus, Inc., National Advertising Division, 1979.

This publication offers a brief description of the Children's Advertising Review Unit, names its corporate supporters and academic advisors; includes its guidelines for advertising directed to children; and reviews the Unit's casework with individual companies about specific advertisements. Coupled with a reading of the National Association of Broadcasters' *Children's advertising package* (see NAB, 1979), the reader can acquire a sense about current industry efforts to self-regulate children's advertising.

(iv) Federal agency monitoring

Federal Trade Commission. Children's advertising: Proposed trade regulation rulemaking and public hearing. Federal Register, 27 April 1978, *43*, 82, pp. 17967-17972.

This document marked the FTC's initiation of rulemaking procedure intended to determine whether television advertising directed to children is deceptive or unfair. The procedure was introduced in response to two consumer group petitions (see Action for Children's Television, April 1977 and Center for Science in the Public Interest, 1977) and to a report prepared by the FTC staff (see FTC, February 1978) to examine the merits of these petitions. In the course of the proceeding, the Commission sought and accepted comments on whether or not there are health risks associated with food advertising and on children's cognitive abilities as they relate to television advertising directed to them. The massive collection of documents submitted has been organized into categories which include: FTC staff submissions; government/academic/scientific/technical comments; industry comments; consumer comments; and verbatim testimony. The entire record is available for public inspection in the Public Records Section (Room 130) of the Federal Trade Commission, Sixth and Pennsylvania Avenue, N.W., Washington, D.C.

For an update, see Special background on children's advertising rulemaking. Under Core References.

A better FTC bill. Editorial viewpoint. *Advertising Age,* 19 May 1980, p. 16.

Action for Children's Television. Brief 1: Guidelines for children's television. A filing to the Federal Communications Commission (Docket No. 19142), 29 April 1970. *(1).*

This docket number is used by the FCC to identify submissions and other documents regarding the children's television proceeding. See FCC (1978) for proceeding story. The ACT citations listed here are available from their office. See Organizations for their address. See ACT materials (1978) for more complete list of available references.

Action for Children's Television. *The first national symposium on the effect on children of television programming and advertising,* 16-17 October 1970. Text prepared by Evelyn Sarson. New York: Avon Books, 1971. *(2).*

A series of chapters by national experts on children and television.

Action for Children's Television. Petition before the Federal Trade Commission to prohibit advertisements for children's vitamins on children's and family television programs, 10 November 1971. *(3).*

Action for Children's Television. Testimony before the Federal Trade Commission: General comments on television advertising to children, 10 November 1971. *(4).*

Action for Children's Television. Petition before the Federal Trade Commission to prohibit advertisements for toys on children's television programs, 15 December 1971. *(5).*

Action for Children's Television. Petition before the Federal Trade Commission to prohibit advertisements for edibles on children's television programs, 22 March 1972; supplementary filing relating to petition, January 1973; and complaints on specific food products, March 1973. *(6).*

Action for Children's Television. Comments before the Federal Trade Commission on proposed guides concerning use of endorsements and testimonials in advertisements, March 1973. *(7).*

Action for Children's Television. Testimony before the Senate Commerce Committee Oversight Hearings, 7 March 1974. *(8).*

Peggy Charren reviews petitions and complaints submitted to the Federal Trade Commission by ACT and the Commission's response to these filings.

Action for Children's Television. Comments before the Federal Trade Commission on proposed guides concerning use of premiums on television advertisements directed to children, September 1974. *(9).*

Action for Children's Television. ACT vs. FCC: Petition for review of a report and policy statement of the Federal Communications Commission. Brief to U.S. Court of Appeals for the District of Columbia circuit, 15 November 1975. *(10).*

See FCC (1974) for the relevant report.

Action for Children's Television. Testimony before the House Subcommittee on Commerce, Consumer and Monetary Affairs, 25 February 1976. *(11).*

Peggy Charren reviews ACT's history as a child advocacy organization.

Action for Children's Television. ACT vs. FCC: Petition for review of a report and policy statement of the Federal Communications Commission. Reply brief to U.S. Court of Appeals for the District of Columbia circuit, 30 April 1976. *(12).*

Action for Children's Television. Testimony before the House Subcommittee on Communications of the Committee on Interstate and Foreign Commerce, 2 March 1977. *(13).*

Statement by Peggy Charren regarding violence children see on television, the family viewing hour, and license renewal for TV stations.

Action for Children's Television. Petition before the Federal Trade Commission to promulgate a rule prohibiting the advertising of candy to children on television and formal complaints against Mars, Inc., The Nestle Company, Inc., Fox-Cross Candy Company and the Squibb Corporation for alleged failure to meet basic public interest obligations with respect to confectionery advertising directed to children, April 1977. *(14).*

This petition and that of the Center for Science in the Public Interest (1977) precipitated preparation of the FTC staff report (1978).

Action for Children's Television. Formal complaint to the Federal Trade Commission against the Ralston Purina Company for directing allegedly unfair and misleading advertising to children, 8 August 1977. *(15).*

This complaint concerns television advertising for a presweetened cereal called Cookie Crisp.

Action for Children's Television. Petition before the Federal Communications Commission for rulemaking seeking the elimination of sponsorship and commercial content in children's programs (Docket No. 19142), February 1978. *(16).*

ACT materials: A resource list. Newtonville, Mass.: Action for Children's Television, 1978.

Lists all materials available for purchase from ACT and prices. Includes submissions to the FCC and FTC, congressional testimony, research studies, and books.

Adler, Richard; Friedlander, Bernard Z.; Lesser, Gerald S.; Meringoff, Laurene; Robertson, Thomas S.; Rossiter, John R.; and Ward, Scott. *Research on the effects of television advertising on children: A review of the literature and recommendations for future research.* Washington, D.C.: U.S. Government Printing Office, 1977. *(1).*

This report was prepared for the National Science Foundation. See Adler, et al. (1980) for updated volume.

Adler, Richard P. Research and children's television advertising policy. In H. Dordick (Ed.), *Proceedings of the Sixth Annual Telecommunications Policy Research Conference*, Airlie, Virginia, 1978. Lexington, Mass.: Lexington Books, 1979. *(2).*

Adler, Richard P.; Ward, Scott; Lesser, Gerald S.; Meringoff, Laurene K.; Robertson, Thomas S.; and Rossiter, John R. *The effects of television advertising on children: Review and recommendations.* Lexington, Mass.: Lexington Books, 1980. *(3).*

See Sample Citations for description.

Advertising ban in children's TV programs may be the only way out, says FTC Chief Pertschuk. *Broadcasting*, 14 November 1978.

Advertising Council, The. Children's anti-drug recruited audience study. Conducted by Compton Advertising, Inc., New York City, May 1970.

Study tests the effectiveness of two prototype anti-drug commercials with 9-13 year olds.

Advertising in a restrictive environment: New codes return old concepts back to basics. *Television/Radio Age*, 26 November 1973, p. 39.

The Advocates. Should the Federal Trade Commission ban advertising on children's television? Boston: WGBH Educational Foundation, 25 May 1978.
The Advocates is a series of televised debates produced by WGBH. A transcript of this program is available from the WGBH Audience Services Department.

Aldous, Joan, and McLeod, Jack M. Commentaries on Ward "Consumer Socialization." *Journal of Consumer Research*, 1974, *1* (2), 15-17.

Always on Saturday and occasionally on Sunday: Kids don't take their quarters around the corner to Loews like they used to, admen are learning. *Sponsor*, 23 January 1967, pp. 27-34.

Ambrosino, Lillian. Children's television advertising and the Law of Torts. 1976.
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American Advertising Federation. Proposed disputed issues of fact submitted to the Federal Trade Commission in the matter of Children's Advertising, 43 Federal Register 17967 (1978), TRR No. 215-60, 1 June 1979.

American Association of Advertising Agencies. Comments before the Federal Communications Commission in the matter of the petition of Action for Children's Television for rulemaking looking toward the elimination of sponsorship and commercial content in children's programming (Docket No. 19142), May 1978. *(1).*
See ACT (1978) for petition under discussion.

American Association of Advertising Agencies. Comments submitted to the Federal Trade Commission in the matter of Children's Advertising, 43 Federal Register 17967 (1978), TRR No. 215-60, November 1978. *(2).*

American Broadcasting Company, Inc. Comments submitted to the Federal Trade Commission in the matter of Children's Advertising, 43 Federal Register 17967 (1978), TRR No. 215-60, 24 November 1978. *(1).*
To provide readers with an access to industry points of view which may not have been as available in the past, care has been given to include some of the industry comments submitted to the FTC on children's advertising.

American Broadcasting Company, Inc. Proposed disputed issues of material fact submitted to the Federal Trade Commission in the matter of Children's Advertising, 43 Federal Register 17967 (1978), TRR No. 215-60, 1 June 1979. *(2).*

ABC will trim ad time in kiddie programming. *Advertising Age*, 22 January 1979, p. 81.
ABC plans to reduce the amount of network commercial time in weekend children's programming from 8½ to 6½ minutes hourly, starting in January 1980, when one first minute will be trimmed. A year later, it will eliminate the second minute.

Amolsch, Arthur L., and Madden, Mimi. Advance look at kid-vid rule. *FTC Watch*, 1978, *42*, 1-10.

Anschuetz, Rose Ann (Leo Burnett U.S.A.). Testimony before the House Judiciary Subcommittee, Michigan House of Representatives in the matter of

Children's Advertising, House Bill 4016, 28 January 1980. Available from Leo Burnett U.S.A., Chicago.

Associates for Research in Behavior. The effects of child-directed television advertising on children: An analysis of the charges and a conceptualization. Washington, D.C.: Consumer Research Institute, Inc., 1972.

Association of National Advertisers. *Children's television advertising guidelines.* New York: ANA, 31 May 1972. *(1).*

These guidelines were initially adopted by the Children's Advertising Review Unit; for their current guidelines, which supersede the original ANA guidelines, see Children's Advertising Review Unit (1977).

Association of National Advertisers. Special report: New examination of the issues surrounding advertising and children. New York: ANA, 8 March 1977. (Available to members only.) *(2).*

See Organizations for Association's address.

Association of National Advertisers. Special report: FTC proposal on advertising and children. New York: ANA, 27 March 1978. (Available to members only.) *(3).*

Association of National Advertisers, American Association of Advertising Agencies, American Advertising Federation and Toy Manufacturers of America. Petition to U.S. District Court to disqualify FTC Chairman Michael Pertschuk in the children's rulemaking proceeding, September 1978. *(4).*

Association of National Advertisers, American Association of Advertising Agencies and American Advertising Federation. The positive case for marketing children's products to children. Submitted to the Federal Trade Commission in the matter of Children's Advertising, 43 Federal Register 17967 (1978), TRR No. 215-60, 24 November 1978. *(5).*

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Atkin, Charles K. *Effects of television advertising on children: First year experimental evidence.* Report No. 1. Michigan State University, 1975. *(1).*

Final Report Nos. 1-8 were funded by and submitted to the Office of Child Development, Department HEW. This study examines the impact of various advertising practices on the knowledge, attitudes and behavior of young children. Experimental versions of commercials varied such features as premium offer strategy, form of product disclaimer, and excessiveness of product claims.

Atkin, Charles K. *Effects of television advertising on children: Second year experimental evidence.* Report No. 2. Michigan State University, 1975. *(2).*

Results are presented from a series of experimental studies designed to assess children's intentional and incidental learning from commercials. Socialization effects and the persuasive impact of certain advertising message strategies (such as health warning about sugar consumption) and source attributes (such as sex of voice-over or announcer) are examined.

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Atkin, Charles K., and Culley, James. *Effects of television advertising on children: Attitudes of industry executives, government officials and consumer critics toward children's advertising.* Report No. 4. Michigan State University, 1975. *(4).*

Atkin, Charles K. *Effects of television advertising on children: Content analysis of children's television commercials.* Report No. 5. Michigan State University, 1975. *(5).*

Describes key content dimensions of network advertising messages broadcast on two comparable Saturday mornings in 1972 and 1973. Summarized in Atkin and Heald (1977).

Atkin, Charles K. *Effects of television advertising on children: Survey of pre-adolescents' responses to television commercials.* Report No. 6. Michigan State University, 1975. *(6).*

Atkin, Charles K. *Effects of television advertising on children: Parent-child communication in supermarket breakfast selection.* Report No. 7. Michigan State University, 1975. *(7).*

This in-store observational study also in Atkin, *Journal of Marketing,* (1978).

Atkin, Charles K. *Effects of television advertising on children: Survey of children's and mothers' responses to television commercials.* Report No. 8. Michigan State University, 1975. *(8).*

Atkin, Charles K. Television advertising and the socialization of children. Paper presented to the Association for Education in Journalism, Ottowa, Canada, August 1975. *(9).*

Atkin, Charles K. Children's social learning from television advertising: Research evidence on observational modeling of product consumption. *Advances in Consumer Research: Proceedings of the Annual Conference of the Association for Consumer Research,* 1976, *3,* 513-519. *(10).*

Atkin, Charles K. Effects of campaign advertising and newscasts on children. *Journalism Quarterly,* 1977, *54* (3), 503-508. *(11).*

Atkin, Charles K. Effects of public service announcements on young viewers. Paper presented at the Annual Conference of the Midwest Association for Public Opinion Research, Chicago, 1978. *(12).*

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Atkin, Charles K. Effects of drug commercials on young viewers. *Journal of Communication,* 1978, *28* (4), 71-79. *(14).*

Atkin, Charles K., and Gibson, Wendy. Children's responses to cereal commercials: Report prepared for Public Advocates, Inc., 1978. *(15).*

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Atkin, Charles K.; Reeves, Byron; and Gibson, Wendy. Effects of television food advertising on children. Paper presented at the Annual Convention of the Association for Education in Journalism, Houston, August 1979. *(18).*

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Axelson, Julein M., and Del Campo, Diana S. Improving teenagers' nutrition knowledge through the mass media. *Journal of Nutrition Education,* 1978, *10* (1), 30-33.

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Ayers, Jerry B., and Ayers, Mary N. Influence of advertising on spelling in the elementary grades. *Reading Improvement,* 1977, *14* (2), 116-119.

Bandura, Albert. Modeling influences on children. Testimony presented before the Federal Trade Commission, Washington, D.C., November 1971.

Banks, Seymour (Leo Burnett, U.S.A.). Testimony presented before the Federal Trade Commission on behalf of the Joint Committee of the Association of National Advertisers and the American Association of Advertising Agencies, Washington, D.C., 28 October 1971. *(1).*

Includes summary of research on child development and on effects of the mass media on children. Available from Leo Burnett U.S.A., Chicago.

Banks, Seymour. Testimony presented before the Federal Communications Commission on Action for Children's Television's request for rulemaking on children's television, Washington, D.C., 8 January 1973. *(2).*

Banks, Seymour. Advertising and children. In S.F. DiVita (Ed.), *Advertising and the public interest.* Chicago: American Marketing Association, 1974. *(3).*

Banks, Seymour. Public policy on ads to children. *Journal of Advertising Research,* 1975, *15* (4), 7-12. *(4).*

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Banks, Seymour. The effects of critical viewing skills curriculum on advertising forms and strategies. Paper presented at the First National Conference on Children and Television: Implications for Education, Philadelphia, 4-7 November 1979. *(7).*

Banks, Seymour. Children's television viewing behavior. *Journal of Marketing,* 1980, *44,* 48-55. *(8).*

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Authors are at the University of North Carolina, Chapel Hill.

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UNIVERSITY DEPARTMENTS AND ACADEMICALLY-BASED ORGANIZATIONS CONDUCTING RESEARCH RELATING TO CHILDREN AND TELEVISION ADVERTISING OR PROGRAMMING

Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, Pennsylvania 19104

Conducts continuing study of violence in network television drama, among other projects.

Center for Research in Children's Television
Harvard Graduate School of Education
Larsen Hall, Appian Way
Cambridge, Massachusetts 02138

Among its various projects, conducts eye-movement studies of children's visual attention to television programs. Affiliated with Children's Television Workshop, producers of *Sesame Street, The Electric Company* and other television for children.

Center for Research on Media and Children
Wharton School of Business
University of Pennsylvania
Philadelphia, Pennsylvania 19104

Interest in media and children focuses on the effects of advertising on children, particularly toy and proprietary medicine advertising. Recent research focuses on the use of mass media to positively affect change in health care habits.

Center for Research on the Influences of Television on Children
Department of Human Development
University of Kansas
Lawrence, Kansas 66045

Research examines the various content and format features of television and their influence on children's attention and learning.

Department of Communication
Michigan State University
East Lansing, Michigan 48824

Research includes advertising effects, sex and violence on television, drugs and content analysis. The department also studies portrayals of women and men and their effects on young viewers.

Family Television Research and Consultation Center
Department of Psychology
Yale University
405 Temple Street
New Haven, Connecticut 06511

Among its projects, is developing and evaluating curriculum materials to teach children how to use television effectively.

Institute for Communication Research
Department of Communication
Stanford University
Stanford, California 94305.
Working on PSA's to provide children with consumer information to help them be critically analytical of TV commercials.

School of Journalism
University of Wisconsin
Madison, Wisconsin 53706
Research on behavior and mass communication including childhood socialization.

School of Public Communication
Boston University
640 Commonwealth Avenue
Boston, Massachusetts, 02218
The school has developed four Critical Viewing Skills Projects funded by the Department of Education.

Marketing Science Institute
14 Story Street
Cambridge, Massachusetts 02138
Affiliated with Harvard Graduate School of Business. Research on issues concerning advertising, consumer socialization, and children is supported by funding from industry and government sources.

PRIVATE COMPANIES CONDUCTING AND REPORTING RESEARCH TO MEET THE INFORMATION NEEDS OF ADVERTISERS TO CHILDREN. FOR ADDITIONAL SOURCES SEE *THE INTERNATIONAL DIRECTORY OF MARKETING RESEARCH HOUSES AND SERVICES* (THE GREEN BOOK), 17TH EDITION, 1979.

Armer Research Counsel
138 Parker Street
Newton Center, Massachusetts 02159

Business Information Analysis Corporation
355 Lancaster Avenue
Haverford, Pennsylvania 19041

Child Research Service, Inc.
18 East 48th Street
New York, New York 10017

Clearinghouse for Research on Marketing and Children
P.O. Box 621
South Wellfleet, Massachusetts 02663
Gathers, disseminates, and evaluates relevant research and prepares management summaries and/or in-depth reports on particular topics concerning advertising and marketing to children. Publishes bi-monthly report. Services available on annual membership basis.

Directions for Decisions, Inc.
45 Rockefeller Plaza
New York, New York 10020

The Field House—Kansas City
3712 West 95th Street
Leawood, Kansas 66206

Gilbert Youth Research, Inc.
770 Lexington Avenue
New York, New York 10021

The R.M. Manko Center for Qualitative Research
Lincoln Plaza Towers
44 West 62nd Street
New York, New York 10023

National Baby Panel
Division Para Test Marketing, Inc.
633 Third Avenue
New York, New York 10017

The Gene Reilly Group, Inc.
1574 Post Road
Darien, Connecticut 06820

Southwestern Connecticut Interviewing Services
82 Gillies Lane
Norwalk, Connecticut 06854

PRIVATE RESEARCH FIRMS WHOSE WORK INCLUDES LARGE-SCALE SURVEYS OF THE PUBLIC, AUDIENCE DATA AND TELEVISION PROGRAM RATINGS REPORTS

The Arbitron Company
1350 Avenue of the Americas
New York, New York 10019

Louis Harris & Associates, Inc.
630 Fifth Avenue
New York, New York 10020

A.C. Nielsen Company
Nielsen Plaza
Northbrook, Illinois 60062

Opinion Research Corporation
North Harrison Street
Princeton, New Jersey 08540

The Roper Organization, Inc.
One Park Avenue
New York, New York 10016

Yankelovich, Skelly and White, Inc.
575 Madison Avenue
New York, New York 10022

NON-PROFIT TRADE ORGANIZATIONS

The Advertising Council
825 Third Avenue
New York, New York 10022
With industry support, conducts national advertising campaigns for the public good, including TV spots directed at children on food, nutrition and health.

The American Advertising Federation
1225 Connecticut Avenue
Washington, D.C. 20036
Membership includes advertisers, advertising agencies, media and advertising services companies and advertising clubs/federations. It is the only national advertising association that brings together all elements of advertising.

American Association of Advertising Agencies
200 Park Avenue
New York, New York 10017
The AAAA is the national association of the advertising agency business. It represents the ad agency business to government, among other functions

Association of National Advertisers
155 East 44th Street
New York, New York 10017
Serves the needs of advertisers and acts as a liaison for advertisers in communicating their practices and attitudes to agencies and media, as well as to the public and government.

Code Authority
National Association of Broadcasters
485 Madison Avenue
New York, New York 10022
Issues program and advertising guidelines for broadcasters and monthly newsletter about the television code.

Television Information Office
745 Fifth Avenue
New York, New York 10022
Public relations office supported by the networks, individual stations and groups, and the NAB. Attempts to serve as bridge between television industry and its publics. List of publications available.

Toy Manufacturers of America, Inc.
200 Fifth Avenue
New York, New York 10010
The toy industry's trade association. Its 250 members are responsible for an estimated 90 percent of the industry's total sales. Among the membership services it provides is the sponsorship of the annual American Toy Fair. TMA also engages in a continuing toy safety assurance program, compiles industry statistics and has worked with the National Association of Broadcasters to develop toy advertising guidelines. TMA also maintains a child development research subsidiary known as the American Toy Institute.

PRIVATE AND PUBLIC BROADCASTING ORGANIZATIONS.
MORE COMPLETE LISTING AVAILABLE FROM *BROADCASTING YEARBOOK.*

ABC
1330 Avenue of the Americas
New York, New York 10019

CBS
51 West 52nd Street
New York, New York 10019

NBC
50 Rockefeller Plaza
New York, New York 10020

PBS
485 L'Enfant Plaza West
Washington, D.C. 20024

NON-PROFIT CONSUMER GROUPS AND
EDUCATIONAL ORGANIZATIONS

Action for Children's Television (ACT)
46 Austin Street
Newtonville, Massachusetts 02160
National consumer organization working to encourage diversity and eliminate commercial abuses from children's television. Membership, newsletter, campaigns, research information, film and library facilities.

American Council For Better Broadcasters (ACBB)
120 E. Wilson Street
Madison, Wisconsin 53703
A national non-profit consumer organization which seeks to promote excellence in the quality of broadcasting. They believe such excellence can best be achieved through education.

Aspen Institute Program on Communications and Society
717 Fifth Avenue
New York, New York 10022
Among its activities, conducts an ongoing program, the first twenty years of life, examining a broad range of child-related issues. Also planning a series of television-related workshops in 1980.

Atlanta Council for Children's Television
P.O. Box 52742
Atlanta, Georgia 30355
One of the more active local consumer groups. Contact Action for Children's Television for more complete list of local children's television committees.

Baltimore Media Alliance
P.O. Box 16262
Baltimore, Maryland 21210
One of the more active local consumer groups.

Center for Science in the Public Interest
1755 S Street, NW
Washington, D.C. 20009
National consumer organization whose interest in children's advertising stems from nutrition and health issues.

Colorado Committee on Children's TV
P.O. Box 663
Englewood, Colorado 80151
One of the more active local consumer groups.

Committee for Children's Television of Metro Detroit
6255 North Telegraph
Birmingham, Illinois 48010
One of the more active local consumer groups.

Council on Children, Media and Merchandising
1346 Connecticut Avenue NW
Washington, D.C. 20036
National consumer organization working to promote fairness in commercial transactions involving children, particularly relating to television advertising and nutrition.

Far West Laboratory For Educational Research and Development
1855 Folsom Street
San Francisco, California 94103
The laboratory has developed critical viewing skills materials under a grant from the Department of Education.

Interfaith Center on Corporate Responsibility
National Council of Churches
475 Riverside Drive
New York, New York 10027
Christian coalition whose members encourage corporations to practice social responsibility primarily through stock ownership and shareholder resolution.

Media Action Research Center
475 Riverside Drive, Suite 1370
New York, New York 10027
Among its projects, conducts Television Awareness Training, a project developed to enable viewers to assess the positive and negative ways in which television affects their lives.

National Citizens Committee for Broadcasting
P.O. Box 12038
Washington, D.C. 20005

Among its activities, distributes materials for parents and teachers to help children develop critical viewing skills.

National Council for Children and Television
20 Nassau Street
Princeton, New Jersey 08540

Educational organization whose objective is to ensure that issues associated with children's lives in their television environment receive continuing attention at the highest levels of government, education and industry. Publishes quarterly journal.

New Jersey Education Association (NJEA)
180 West State Street
P.O. Box 1211
Trenton, New Jersey 08607

NJEA through the New Jersey Coalition for Better TV Viewing, P.O. Box 2382, Trenton, NJ 08607, has prepared materials to encourage more thoughtful use of television by children.

New York Council on Children's Television
212 East 77th Street
New York, New York 10021

One of the more active local consumer groups.

On Television Limited
388 Broadway
New York, New York 10013

Organization working to develop educational television programming and non-broadcast materials of use to television users.

Prime Time School TV
120 South LaSalle Street
Chicago, Illinois 60603

National educational organization encourages teachers and parents to take full advantage of learning opportunities offered by evening television programs. Produces and distributes television-related study materials. Services available on membership basis.

Southwest Educational Development Laboratory
211 East 7th Street
Austin, Texas 78701

Developing curriculum materials to teach children critical TV viewing skills. Publishes newsletter, teacher guides.

Teachers' Guides to Television
699 Madison Avenue
New York, New York

Publishes curriculum guides to special programming on both commercial and public television stations. Available on subscription basis.

Walt Disney Educational Media Company
500 South Buena Vista Street
Burbank, California 91521

Washington Association for Television and Children (WATCH)
5671 Western Avenue
Washington, D.C. 20015

One of the more active local consumer groups, working with the community and with broadcasters to improve the children's television experience.

FEDERAL GOVERNMENT AGENCIES

Federal Communications Commission
1919 M Street N.W.
Washington, D.C. 20554

Responsibilities include regulating the amount of advertising permissible on commercial television.

Federal Trade Commission
Bureau of Consumer Protection
Pennsylvania Avenue and Sixth Street N.W.
Washington, D.C. 20580

Responsibilities include regulating the content of advertising permissible on commercial television.

Food and Drug Administration
Department of Health, Education and Welfare
5600 Fishers Lane
Rockville, Maryland 20857

Department of Education
400 Maryland Avenue S.W.
Federal Office Building 6
Washington, D.C. 20202

This index covers the two main sections within the Bibliography, *Core References* and *Related References*. The subject categories selected for indexing purposes cross the boundaries of sources (e.g. Government and Industry), outcomes (e.g. Consumer Socialization), mediating variables (e.g. Parent/Child Relationships), stimulus (e.g. Toys), methods (e.g. Opinion Surveys on Children's Television), and content (e.g. Creative and Marketing Techniques). The index also includes two catchall categories, General Research and General Information.

In many cases, there may be more than one citation attributed to the same source or author. To assist the reader in locating a specific citation from the index, multiple citations from the same source have been numbered. The reference numbers which appear in the index correspond to numbers which appear parenthetically at the end of the citations. All citations are listed alphabetically in either the *Core References* or *Related References* sections.

COGNITIVE DEVELOPMENT

CORE REFERENCES

Source	Reference Number(s)
Atkin	3
Blatt	
Can Janine understand an ad?	
Chestnut	2
Donohue	2
Faber	2 & 3
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Gianinno	
Ginzberg	
Guest	3
Hendon	
Lucas	
Robertson	3 & 4
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Source	Reference Number(s)
Collins	1-3
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Friedlander	
Gelman	
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Haring	
Harris	
Leifer	1
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Morison	
Perlmutter	
Piaget	1-5
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Salomon	
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Singer, D.	2
Singer, J.	1
Thompson	
Wartella	1
Watkins	
Williams, J.	
Wright	

CONSUMER GROUPS

CORE REFERENCES

Source	Reference Number(s)
Action for Children's Television (ACT)	1-16
ACT Materials: A Resource List	
Ambrosino	
Barcus	2-7 & 9
Center for Science in the Public Interest	
Choate (see also Council on Children, Media and Merchandising)	1-18
Committee on Children's Television	
Council on Children, Media and Merchandising (see also Choate)	1 & 2
Federal Communications Commission (FCC)	1 & 3
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CORE REFERENCES (continued)

Source	Reference Number(s)
Griffin	4
Hays	
Johnson, N.	2
Kaye	1 & 2
National Council on Children and Television	
Roundtable 5: Children's T.V.	
United States Congress	1 & 3
What's Up For Kids, Inc.	

RELATED REFERENCES

Carnegie Commission on the Future of Public Broadcasting	
Consumers Union	
Fleiss	
Harmonay	2 & 3
Harty	1 & 2

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Source	Reference Number(s)
Aldous	
Always on Saturday . . .	
Atkin	1,2,7,9,10 & 13
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Berey	
Berlinski	
Bond	
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Child Research Service	1
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RELATED REFERENCES

Source	Reference Number(s)
Bureau of Advertising	
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Jacoby	1 & 2
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Source	Reference Number(s)
Moschis	1 & 2
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CONTENT ANALYSIS AND VIEWING PATTERNS

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Source	Reference Number(s)
Atkin	5 & 16
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Barcus	2,3 & 5-9
Courtney	1
Doolittle	
Jenkins, W.	
Lyle	1 & 2
O'Donnell	
Pierce, C.	
Schuetz	
United States Congress	1
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RELATED REFERENCES

Source	Reference Number(s)
Egan	
Fleiss	
Greenberg	1 & 3
Mendelson	
Singer, D.	1
Sprafkin	1 & 2
Webster	
Wright	

CREATIVE AND MARKETING TECHNIQUES

CORE REFERENCES

Source	Reference Number(s)
Action for Children's Television (ACT)	7 & 9
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Cagley	
Children's Advertising Review Unit (CARU)	2
Collins	
Duffy	
Engman	1

CREATIVE AND MARKETING TECHNIQUES (continued)

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Source	Reference Number(s)
Engman softens demand for children's premium ad ban.	
Faber	1 & 3
Federal Communications Commission (FCC)	1
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Greer	
Hallag	
Hendon	
Heslop	
Hollander	
Iskoe	
Laurie	
Liebert, D.	
Many gripe at proposed ban on premiums: Quaker likes it.	
Maracek	
McEwen	
Miller	
National Association of Broadcasters (NAB)	7

CORE REFERENCES (continued)

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New York State Assembly	3
Palmer	1
Prasad	2
Price	
Proposal to ban premium ads . . .	
Roberts	1
See fast showdown on Engman's call for premium ad ban.	
Shimp	2
Stutts	
Television commercial testing . . .	
Wartella	2
White	

RELATED REFERENCES

Anderson, D.	1
Huston-Stein	
Reeves	
Weik	

FOOD AND HEALTH

CORE REFERENCES

Source	Reference Number(s)
Action for Children's Television (ACT)	6,14 & 15
Atkin	2,7,15,16,18 & 19
Axelson	
Campbell	
Center for Science in the Public Interest	
Child Research Service	2
Children's Advertising Review Unit (CARU)	2
Chocolate Manufacturers Association	1 & 2

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Source	Reference Number(s)
Clancy-Hepburn	
Council on Children, Media and Merchandising	1
Dickens	
Faber	1
Federal Trade Commission (FTC)	3,5-7,10 & 11
Feshbach	1 & 2
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Glass	
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Heslop	
Jerome	1 & 2
Kellogg Company	1
Kolman	
Lemnitzer	
Lesser	1
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New York State Assembly	1,4 & 5
Poulos	
Reeves	
Reilly Group	2
Roberts	1-3
Rossiter	1
Sharaga	
Society for Nutrition Education	
Szybillo	
Too much sugar.	
Ullrich	
United States Congress	2-4
Ward	9 & 12

RELATED REFERENCES

Austin
Consumers Union
Jacoby 2
Library of Congress, The
Reiss
Ullrich
United States Congress
White House Conference on Food, Nutrition and Health

GENERAL INFORMATION

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Source	Reference Number(s)
Adler	2
Associates for Research Behavior	
Banks	3 & 4
Barry	4 & 7
Blackwell	
Brumbaugh	
Bryant	
Chagall	
Choate	13,14 & 17
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Dordick	
Elias	
Fowles	
General Mills American Family Report, The	
Georgetown University Law Center	
Johnson, J.	
Johnson, N.	1
Kaye	1 & 2
Kids don't buy ads.	
Klapper	
Larrick	
Liebert, R.	1 & 2
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Philip	
Prince	
Psychologist urges moratorium of TV ads for kids.	

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Rust	
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Shaffer	
Siegel	
Television advertising and children.	
Waters	
Winick, M.	

RELATED REFERENCES

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Anderson, K.	
Arons	
Bronfenbrenner	
Brown	
Diamant	
Ephron	
Ford Foundation	
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Himmelweit	1 & 2
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Liebert	2
Maccoby	1 & 2
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McLeod	
McLuhan	
Meringoff	
Myers, L.	
Stein	
Suttles	
Tannenbaum	
Waters	
Winn	
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GENERAL RESEARCH

CORE REFERENCES

Source	Reference Number(s)
Adler	1 & 3
Atkin	6,11 & 17
Ayers	
Banks	1
Bever	
Chestnut	1
Child Research Service	1
Choate	5
Comstock	2
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Haefner	

CORE REFERENCES (continued)

Source	Reference Number(s)
Krugman	
Reid	4
Reilly, E.	
Reilly Group	1-4
Resnik	2
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Rubinstein	2
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Gardner	
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GOVERNMENT

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Source	Reference Number(s)
A better FTC bill.	
Action for Children's Television (ACT)	1,3-16
Advertising ban in children's TV . . .	
Advertising in a restrictive environment.	
Advocates, The	
Ambrosino	
American Advertising Federation (AAF)	
American Association of Advertising Agencies (AAAA)	1 & 2
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Center for Science in the Public Interest	
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Children's ad deal thrashed out . . .	
Children's Advertising Review Unit (CARU)	4

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Chocolate Manufacturers Association	1 & 2
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Committee on Children's Television	
Congress sends FTC bill along.	
Council on Children, Media and Merchandising (see also Choate)	1
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Engman	1 & 2
Engman softens demand for children's premium ad ban.	
Federal Communications Commission (FCC)	1-5
FCC: Contradictions surface in regulatory posture.	
Federal Trade Commission (FTC)	1-16
FTC ad proposal draws instant fire.	
The FTC moves toward killing commercials on children's TV	
FTC looking into comic book ads.	
FTC would ban TV ads aimed at the very young.	

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Source	CORE REFERENCES (continued) Reference Number(s)
FTC's kid TV ad probe gets rapped in Senate.	
FTC paves the way to restrict children's ads.	
FTC kids ad probe survives hearing.	
FTC's kid-vid hearings open in San Francisco.	
FTC opens hearings on TV ads aimed at children.	
FTC fundless in deadlock in bill.	
FTC opens industry dialog.	
FTC bill hits unexpected snag.	
FTC restarted its stalled children's TV ad rulemaking.	
Ferris	
Feshbach	1
General Mills, Inc.	
Gertenbach	
Good research protects against FTC lawyer.	
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Grocery Manufacturers of America, Inc.	
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McDonough, Jr.	
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Michigan House of Representatives	
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National Association of Broadcasters (NAB)	2 & 5
National Broadcasting Company (NBC)	
New FTC plan: President keeps kid TV issue alive.	
New York State Assembly	1-6
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Pertschuk to battle House Unit ban of FTC kids' ad probe.	
Pertschuk rulemaking bar loses in appeal court.	
Pertschuk move gives FTC breathing space.	
Pertschuk move won't hold appeal.	
Pierce-Gonzalez	
Poulos	
Powell	
Proprietary Association	
Quebec bans ads for children.	
Quebec's ad ban irks toy makers.	
Report by FTC's staff recommends major strictures on children's TV ads.	
Rice	
Roberts	1
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See fast showdown on Engman's call for premium ad ban.	
Shimp	2
Special background on children's advertising rulemaking.	
Sugar Association, The	
Sulzberger	
Television and Social Behavior	
Television Information Office	
Thain	
Turk	
TV's effect on kids unknown, FTC is told.	
Ullrich	
Unfair out as FTC bill nears.	
United States Congress	1-5
U.S. Judge disqualifies FTC chairman from proceedings on children's rulemaking.	
Up to their teeth in Washington over children's ads.	
Ward	1,4,9,11,12,13 & 14
Weicker disputes FTC's head on TV inquiry.	

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Source	Reference Number(s)
White House moves to aid FTC kid ad program.	
White	
Wirth	

RELATED REFERENCES

Cater
Eighmey
Federal Communications Commission (FCC)
FCC may abandon plan to set minimums on children's educational TV offerings.

RELATED REFERENCES (continued)

Source	Reference Number(s)
Fox	
Gordon, R.	
Justice Department suit updated.	
Library of Congress, The	
Myers, J.	
NAB vows to fight Justice suit.	
NBC gets specific about flaws in FCC report on children's TV	
Ullrich	
United States Congress	
White House Conference on Food, Nutrition and Health	

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CORE REFERENCES

Source	Reference Number(s)
Advertising Council	
Advertising in a restrictive environment.	
American Advertising Federation (AAF)	
American Association of Advertising Agencies (AAAA)	1 & 2
American Broadcasting Company (ABC)	
ABC will trim ad time in kiddie programming.	
Anschuetz	
Association of National Advertisers (ANA)	1-6
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Boddewyn	
Canadian Advertising Advisory Board (CAAB)	
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CORE REFERENCES (continued)

Source	Reference Number(s)
Chagall	
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Children's Advertising Review Unit (CARU)	1-6
Children's television: Regulatory and programming means of improving offerings are NAB Workshop topics.	
Choate	2 & 16
Chocolate Manufacturers Association	
Columbia Broadcasting Systems, Inc. (CBS)	
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FTC opens industry dialog.	
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General Mills American Family Report, The	
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Gertenbach	
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Kellogg Company	1-3
Kids TV ad battle opens . . .	
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Many gripe at proposed ban on premiums: Quaker likes it.	
Marvel Comics Group Audience Study	
McGowan	1-4
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Meringoff	
Michigan House of Representatives	
Moskin	
Mueller	1-3
NARB and kids' ads: New code in works?	
National Association of Broadcasters (NAB)	1-7
National Broadcasting Company (NBC)	
Penney Co., J.C.	
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Product advertising and consumer safety.	

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Roberts	2 & 3
Rosenthal	
Roundtable 5: Children's TV	
Rubinstein	1
Schneider	
Singer, J.	
Snyder	
Sugar Association, The	
Television commercial testing: A marketing research report prepared for the Ideal Toy Corporation.	
Television for children: There's more than may meet the eye.	
Television Information Office	
The toy industry fact book.	
Toy Manufacturers of America	
Traviesas	
Turk	
United States Congress	1-5
U.S. judge disqualifies FTC Chairman from proceedings on children's rulemaking.	
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Waller	
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Weighing the good against the bad.	

RELATED REFERENCES

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Columbia Broadcasting System (CBS)	1 & 2
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Greyser	
Harmonay	1
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Jacoby	3
Justice Department suit update.	
Milavsky	1-3
Myers, J.	
NAB vows to fight Justice suit.	

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NBC gets specific about flaws in FCC report on children's TV.	
Prix	
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Cinemagraphics	
Consumer Reports Films	
Council of Better Business Bureaus, Inc. (CBBB)	
Donohue	4 & 5
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Liebert, R.	3
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What's Up For Kids, Inc.	

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Columbia Broadcasting System (CBS)	1 & 2
Dorr	2
Drew	
Fluck	
Gattegno	
Harty	1 & 2
Help the kids get some good out of TV.	
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Lee	
Lesser, G.	1 & 2
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Schramm	1-3
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Bearden	
Burr	1 & 3
Child Research Service	3
Culley	1 & 2
Edwards	2
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Pierce, F.	
Roper Organization	
Rossiter	2
Sheikh	1
Yankelovich	

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Bower	
Leifer	3
Steiner	1 & 2

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Atkin	7,8 & 13
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Coulson	
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Dickens	
Faber	4
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Goldberg	2
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Isler	2
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FTC looking into comic book ads.	
Jenkins, W.	
Lindquist	
Marvel Comics Group Audience Study.	
Meringoff	

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Source	Reference Number(s)
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Pierce, C.	
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Television and Social Behavior	
Verna	
Welch	
Worchel	

RELATED REFERENCES

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Bandura	1 & 2
Busby	
Cairns	
Collins	4
Columbia Broadcasting System (CBS)	1 & 2
Comstock	2-4
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Donohue, T.	1 & 2
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Feshbach	1 & 2
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Gerbner	1 & 2
Goldberg	
Gorn	
Graves	
Hammemann	
Heller	
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Korzenny	
Leifer	2
Lieberman Research, Inc.	
Liebert	1
McCall	
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O'Kelly	
Singer, J.	4

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Streicher, H.	
Streicher, L.	
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Action for Children's Television (ACT)	5
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Burrall	
Committee on Children's Television	
Federal Trade Commission (FTC)	1,2,12,14 & 15
Frideres	
Goldberg	1
Robertson	5
The toy industry fact book.	

RELATED REFERENCES

Source	Reference Number(s)
Bjorklund	
Bureau of Advertising	

VITAMINS, DRUGS AND SAFETY

CORE REFERENCES

Source	Reference Number(s)
Action for Children's Television (ACT)	3
Advertising Council	
Atkin	14
Bellotti	
Choate	2,12 & 18
Crichton	
Dyer	
Faber	5
Federal Communications Commission (FCC)	2
Federal Trade Commission (FTC)	5,8,12 & 15
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Kuriansky	
Lesser	2
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Proprietary Association	
Roberts	2 & 3
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